

LA SEMANA ALEGRE PROPOSAL
EXCLUSIVE TOBACCO SPONSOR - \$50,000.00

This package includes the following:

1. **LA SEMANA ALEGRE '95** will guarantee that **Marlboro** will be the exclusive tobacco sponsor of **La Semana Alegre 1995**.
2. **LA SEMANA ALEGRE '95** will provide **Marlboro** an area on each stage for two 4' X 8' sponsor supplied banners, and will allow additional banners to be hung throughout the area as available.
3. **LA SEMANA ALEGRE '95** will provide **Marlboro** with three hundred complimentary admission tickets for use by Marlboro personnel.
4. **LA SEMANA ALEGRE '95** will include **Marlboro** in two mentions per stage, per night, prior to introduction of bands.
5. **LA SEMANA ALEGRE '95** will provide **Marlboro** with an adequate amount of VIP area passes for each night.
6. **LA SEMANA ALEGRE '95** will provide two 10' x 22' booths space for **Marlboro** displays or promotional purposes.
7. **LA SEMANA ALEGRE '95** will allow **Marlboro** the rights for on-site retail tobacco sales.
8. **LA SEMANA ALEGRE '95** will give **Marlboro** the first right of refusal for **La Semana Alegre 1996**.

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